

Steve Gaskin

From: Shelley Schussheim [sschussheim@ams-inc.com]
Sent: Wednesday, February 16, 2005 3:16 PM
To: Jrhauser@aol.com
Cc: Steve Gaskin (E-mail 2)
Subject: Phil Morris case

John,

The conjoint study/studies to support both the Massachusetts and the national case have both been sold. I am in the process of executing engagement and retainment letters. The national case covers multiple brands, the MA case is specific to Marlboro. There are a few questions we should review when we talk next. Please note that both Steve and I will be out next week, but I will be reachable. Another fact that was mentioned yesterday which I confirmed today -- that Daubert hearings will take place around Aug. 10. I know that this is in the middle of Cape season, so I asked if there is any flexibility there and there isn't with this judge. So, I hope this isn't a show stopper.

I am meeting with Mark Godler tomorrow a.m. in NYC. He works with Tom Smart. We should chat sometime afterwards.

Take care.

Shelley

p.s. you did a wonderful job yesterday

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Steve Gaskin

From: Jrhauser@aol.com
Sent: Thursday, February 17, 2005 6:43 PM
To: sschussheim@ams-inc.com
Cc: sgaskin@ams-inc.com
Subject: Re: Phil Morris case

In a message dated 2/17/2005 5:48:07 PM Eastern Standard Time, sschussheim@ams-inc.com writes:

| yes, I have asked for retainers. we can bill through for you, so send us your hours monthly. when do you want
| to talk about Novartis - I had a good meeting today in NYC.

I will try to touch base over the weekend.

John Hauser
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MIT Sloan School of Management
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jhauser@mit.edu

HAUSER 011

8/23/2005

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Steve Gaskin

From: Jrhauser@aol.com
Sent: Friday, March 04, 2005 7:08 PM
To: sgaskin@ams-inc.com
Cc: sschussheim@ams-inc.com
Subject: Re: FW: Schwab Light Tobacco survey

In a message dated 3/4/2005 4:48:07 PM Eastern Standard Time, sgaskin@ams-inc.com writes:

Dear John,

Do you have time to talk to Dr. Cohen today or Monday? If you do it Monday, perhaps we could listen in?

I've ordered the book with his article on light cigarettes and we should get it in a few days.

Best Regards,

Steve

I know Joel well. He is on the UF faculty. I just finished teaching today and will be in the classroom most of Monday. Perhaps Joel and I can talk on Tuesday.

John Hauser
Kirin Professor of Marketing
MIT Sloan School of Management
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jhauser@mit.edu

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8/23/2005

Subj: **Deadline relaxed**
Date: 3/17/2005 5:22:14 PM Eastern Standard Time
From: sgaskin@ams-inc.com
To: Jrhauser@aol.com
Sent from the Internet

Dear John,

The deadline has been relaxed. We will continue building and pretesting the questionnaire carefully.

Best Regards,

Steve

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